



SANDRA SHEWRY  
Director

State of California—Health and Human Services Agency  
**Department of Health Services**



ARNOLD SCHWARZENEGGER  
Governor

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TO: PROJECT COORDINATOR  
*CALIFORNIA NUTRITION NETWORK FOR HEALTHY, ACTIVE  
FAMILIES (NETWORK)*

SUBJECT: PROGRAM LETTER 06-06  
NUTRITION EDUCATION MATERIALS  
EDUCATIONAL/PROMOTIONAL MATERIALS REVIEW FORM

The United States Department of Agriculture (USDA) recently completed an administrative review of the *Network*. Some of the findings and recommendations from this review related to the development of new materials, accuracy of these materials, and use of existing materials. Specifically, USDA recommended:

- Ensure that local projects are aware of USDA nutrition education materials available for their use;
- Encourage local projects to submit newly developed materials for inclusion in the Food Stamp Nutrition Connection online resource database;
- Develop procedures and criteria for ensuring that State and local USDA Food Stamp Nutrition Education (FSNE) project activities disseminate accurate nutrition information founded upon the Dietary Guidelines for Americans and the Food Guidance System;
- Consider using “Eat Smart. Play Hard” materials; and
- The purchase of *5-a-Day* materials, where the content focuses on the 5 servings/day recommendation is no longer an allowable cost. Exceptions would include materials produced by National 5-A-Day/Produce for Better Health that focus on fruit/vegetable consumption more generally, e.g. Eat Your Colors. However, the *5 a Day* name will remain the legally binding identifier that is used by *Network* programs and campaigns until the re-branding efforts at both the national and state levels have been completed in March/April 2007.

The *Network* has actively been improving the access to materials with the online ordering system and has been communicating this with the regions and funded projects. As a reminder the Web link for materials is <https://web3.kpcorp.com/v25/entry.asp?Account=CANN>. We will soon be implementing a cost recovery system that will allow the *Network* to sell some items at cost to those who may not qualify based on FSNE guidelines.

USDA Food Stamp Program maintains an online library with an abundance of nutrition education and physical activity promotion materials from a variety of resources. Before developing new materials, contractors should review materials available at:

- <http://www.nal.usda.gov/fnic/foodstamp/Library>,
- <http://www.fns.usda.gov/eatsmartplayhard/>, and
- <http://www.californiahealthykids.org/>.

While USDA and the *Network* strongly encourage the use of existing nutrition education materials, we realize that there are occasions when the development of new materials is necessary. To help ensure the necessity, accuracy, and appropriateness of new materials, the *Network* Program Management staff has revised and updated the "Educational/Promotional Materials Review Form." This form is enclosed and replaces form 605 C2 in your LIA Program Guidelines. Contractors are required to complete and submit this form with all new educational/promotional materials developed under FSNE funding, as well as with any previously-approved materials that have been revised and updated. This form is also available on our web site.

Contractors also are strongly encouraged to share newly developed, approved materials for review and possible inclusion in the Food Stamp Nutrition Connection online resource database. The submission form can be accessed online at:

- [http://www.nal.usda.gov/fsn/sharing\\_center\\_submission.shtml](http://www.nal.usda.gov/fsn/sharing_center_submission.shtml)

Should you have any questions about the issues addressed above, please contact your assigned Program Manager.



Susan B. Foerster, M.P.H., R.D., Chief  
Cancer Prevention and Nutrition Section

Enclosure